

ESTTA Tracking number: **ESTTA398044**

Filing date: **03/15/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91198102
Party	Defendant Mobilization Labs, LLC
Correspondence Address	CLIFTON TRAVIS TUNNELL ANDERSON DAILEY LLP 2002 SUMMIT BLVD, SUITE 1250 ATLANTA, GA 30319-6402 UNITED STATES tunnell@andersondailey.com
Submission	Other Motions/Papers
Filer's Name	Clifton Travis Tunnell
Filer's e-mail	tunnell@andersondailey.com
Signature	/Travis Tunnell/
Date	03/15/2011
Attachments	Exhibit 1.pdf (11 pages)(392779 bytes)

Exhibit 1

- HOME
- OUR TEAM
- WILDFIRE PLATFORM
- BLOG
- PRESS
- CONTACT US
- DEMO LOGIN

Introducing... Wildfire Platform: More Supporters, Faster Mobilization, Track, Engage.

The First and Only Social Mobilization Technology

It is the quantum leap forward in how you recruit, mobilize, and track the effectiveness of your supporters. Wildfire extends the websites of political campaigns and cause-driven organizations with the power of social networking and a compelling twist: full-scale grassroots mobilization. It has been tested and proven across non-profits, movies, and political campaigns, including gubernatorial, senatorial, and even U.S. Presidential.

Learn More

Watch a video about:

What is Social Mobilization?

Support Growth. Community. Action.

A revolutionary new way to recruit more supporters and mobilize them into action.

Learn More

The People Behind It

Our Cause is Building Your Cause

We've assembled a world-class team of engineers that love pushing boundaries.

Watch Us

Schedule a Demonstration

See What Wildfire Can Do for You

See first-hand why everyone is talking about Wildfire Platform.

Contact Us

A New Definition ...

citizen 1: self-interest 2: an ardent and committed supporter of a cause, movement, organization, or country 3: one who fulfills the duties and functions of a citizen - giving time, money and relationships 4: a supporter that offers the highest attainable level of loyalty and involvement

© Copyright 2009 WeTheCitizens, LLC. All Rights Reserved. U.S. Patents Pending.

© 2009 WeTheCitizens, LLC. All Rights Reserved.

- HOME
- OUR TEAM
- WILDFIRE PLATFORM
- BLOG
- PRESS
- CONTACT US
- DEMO LOG

Our Team

Caleb

Caleb

Chris

Chris

Ethan

Ethan

Jason

Jason

Jeremy

Jeremy

Joe

Joe

Guar

Guar

MD

MD

Robert

Robert

Sean

Sean

Susan

Susan

Zach

Zach

WeTheCitizens is a people-focused technology company headquartered in Atlanta, Georgia. Our team of experienced business professionals and creative software developers have a deep passion for enabling cause-driven organizations to find faster ways to expand their supporter bases and mobilize people into action. In doing so we have pioneered a new genre of technology called social mobilization.

WeTheCitizens first introduced social mobilization to the political market, using social networks and the internet to build support bases around candidates and their ideas. Over the past three years, social mobilization technology has been used by gubernatorial, senatorial, and Presidential campaigns. Today, we deliver social mobilization to supporter-driven organizations both inside and outside of politics.

We are not activists for a particular cause, nor are we champions of a specific movement. Rather we exist to help our clients find and mobilize supporters to better achieve their goals.

Our team holds a vibrant commitment to client results and a passion for creating effective solutions.

Join Us

- Smart, talented, and passionate? [Join Us!](#)

Founder Profiles

- [Craig Clark](#), CEO
- [Joe Uhl](#), VP of Technical Operations

A New Definition ...

citizen 1: (sē-tē-zən) n 1: an ardent and committed supporter of a cause, movement, organization, or country 2: one who fulfills the duties and functions of a citizen - giving time, money and relationships 3: a supporter that offers the highest attainable level of loyalty and involvement



Wildfire Platform

It's the First Online Network that Drives Real-World Action

Social networking has given up; welcome to social mobilization. Wildfire helps you leverage social relationships to find and recruit supporters (volunteers and donors), and it then motivates those supporters to get involved in your cause, both online and offline. As supporters begin mobilizing into action, Wildfire helps your staff track and analyze the results.

See How Wildfire Can Help:

- [Wildfire.com](#) Political Campaigns
- [Wildfire.com](#) Elected Officials
- [Wildfire.com](#) Political Entities/Parties
- [Wildfire.com](#) Lobbying Organizations
- [Wildfire.com](#) Non-Profit
- [Wildfire.com](#) Movies / Documentaries

[Schedule a Demonstration](#) [Wildfire.com](#)

Instant Community

Extend your website with discussion walls, profiles, friend feeds, groups, and more.

Unparalleled Control

Wildfire provides you with unparalleled control and insight into your supporter base.

Personal Impact™

Our platform is the first platform to accurately measure the impact of your supporters.

Hassle-Free Software

We build, deploy, and manage your personalized platform. You only pay for what you use.

Seven Reasons You'll Love Wildfire ...

Reason 1 built

Ignite An Online Community

that Rallies Supporters Around Your Cause

Wildfire integrates a full-fledged social community behind your website that helps bring dedicated supporters back to your site, time and time again. They can connect with other supporters, share ideas, collaborate around Actions, and engage in friendly competitions.

Reason 2 built

Multiply Your Supporters

with Friend-to-Friend Social Recruitment

Wildfire's social recruiting leverages the power of friend-to-friend and integrates viral recruitment into every aspect of your organization. Supporters can recruit friends based on events, passing along information, calls to action, or just excitement around your cause.

Reason 3 built

Deploy and Manage Volunteer Projects

with Simplicity and Ease

As your supporter base grows, you'll want to mobilize it into action. Wildfire is unparalleled in its ability to take voter lists, membership lists, or any other database of people you want to outreach... and then get your supporters to help in the process.

Reason 4 built

Motivate Supporters

to Take Action and Pass-It-Along to Others

Wildfire makes it easy for supporters to see what Actions they can do, gives them incentive to complete an Action, and then prompts them to spread the Action to others.

Reason 5 built

Aggregate and Manage Your Entire People Universe

with One Platform

For the first time, your organization will be able to aggregate all supporter information and outreach lists into a single platform for managing, tracking, merging, sharing, and doing. Data can be updated by staff in Wildfire Headquarters and even self-maintained by supporters via the network. No longer are your lists static -- in Wildfire they become breathing lists that track every detail on your supporters, every time you come in contact with them, and every time they perform an action.

Reason 6 built

Target Communications

only to Supporters Who Are Interested in the Message

Wildfire effortlessly targets your messages to the needs and wants of your supporters. Gone are the days of generic mass messaging. Instead, speak to what your supporters have already told you about themselves via the data collected in your social community and from the Actions they have completed.

 Return to top

Empower Local Leaders

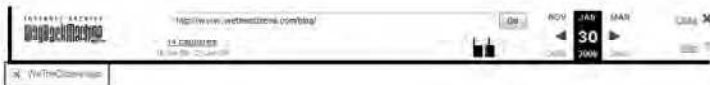
with Grassroots Tools that Get the Job Done

Wildfire empowers Team leaders to build, manage and mobilize their own supporter teams. Teams are setup by your organization and can be based on geographic location, e-mail address, etc. Our Team pages allow your staff to always know what your Team Leaders are doing to further local efforts.

Schedule a demonstration to see what Wildfire can do for you! 

A New Definition ...

citizen - 1st) can be an ardent and committed supporter of a cause, movement, organization, or country 2) one who fulfills the duties and functions of a citizen - giving time, money and relationships 3) a supporter that offers the highest attainable level of loyalty and involvement



- [HOME](#)
- [OUR TEAM](#)
- [WILDFIRE PLATFORM](#)
- [BLOG](#)
- [PRESS](#)
- [CONTACT US](#)
- [DEMO LOGIN](#)

The Watercooler

New Features Abound in Latest Release

January 27th, 2009 by ssawyer

Everyone here at WeTheCitizens is quite excited about the latest release, it includes a ton of great new features on which we've been hard at work for the past few months. We've listed a few of them on Twitter and in previous posts here on the WTC blog, but now that it's all wrapped up and released, we hope you won't mind if we run down a bit of a laundry list just to give you an idea of the magnitude of the release. Without further ado, here are the high points:



- **Fully-themeable landing and getting started pages** - We now give you full control of the markup on these important pages so that organizations can make the best possible first impression on prospective supporters, as well as channeling new users to the areas of their network that suit each organization best. The [image above](#) shows the customized Jonas Brothers' FanFamly Experience landing page alongside the default Wildfire landing page to give you an idea of how powerful this can be in practice.
- **Action package framework** - Network actions are now defined in pluggable packages, which facilitate quick configuration and deployment. Also, the package system decouples the development of new actions from the core platform, which means WeTheCitizens can add new packages to the mix much more quickly.
- **Push Action Wizard** - New wizard interface makes it *incredibly easy* for staff to create, target and deploy initiatives - getting the word out to your supporters more quickly and effectively than ever before. You can get a more in-depth look at this feature in a [previous blog post](#).
- **Auto-Push infrastructure** - Staff can now set up targeting rules which Wildfire uses to automatically deploy to supporters as who meet certain criteria both now and in the future. "What if all new supporters to watch an orientation video after signing up?" No problem. How about getting all users who join a particular group to help with phone banking? Auto-push has got that covered, too.
- **Multimedia resource management** - Wildfire now provides a central location from which organizations can manage and share resources such as videos, movie trailers, images and documents. Resources are also seamlessly integrated with the action package framework so that organizations can enlist their supporters' help in passing resources along.
- **Updated profile and profile editing** - A streamlined layout, an intuitive AJAX-driven editing interface and browser-based thumbnail image creation are just a couple of the big improvements we've made to supporter profiles.
- **Refined user experience** - From the friendlier network navigation to new, more informative dashboards to the slicker sign-up flows - we've overhauled the Action Network experience with the end user in mind.
- **More granular privacy settings** - Users can now control email preferences for different types of notifications, in addition to controlling email preferences on a per-group basis.
- **In-network abuse reports** - Users can report abuse from within the network directly to staff, allowing organizations to be proactive about identifying and controlling problems.
- **Direct user feedback** - Using our new "You Tell Us" widget, network users can now send their thoughts regarding the platform directly to WTC, helping us respond more quickly to what users need and want.
- **Better performance** - Of course, we strive for this in every new release, but this time we've made some really big changes. For one thing, we've *doubled* the number of production servers. Additionally, we're now serving static content from [Amazon CloudFront](#) so that users' requests are routed to the closest possible server for fast delivery.

These features, along with hundreds of other improvements and fixes, combine to make what is without a doubt the finest Wildfire yet. If you'd like to see a demo of the improved platform in action, or just have a question about some of the new features, [drop us a line](#). We always enjoy showing off Wildfire.

New Push Action Wizard

December 31st, 2008 by ssawyer

As part of our next release, we've put a lot of thought into streamlining the Wildfire user experience. In this post, I'd like to highlight one *excellent* example of the ways in which we've made the interface more intuitive. Organization staff members who have used the product will likely be familiar with the process of setting up and deploying phonebanking and other actions using HQ (the staff app), but for the benefit of those who've never seen the product before, let's discuss a common use case.

Let's say that you are a staffer working for an organization that wants to have supporters call people on your outreach list that live in a particular area to spread the word about a piece of legislation (this sort of plan is known in Wildfire as an "initiative"). You get a call from a supporter named John Thomas who wants to volunteer to help with phone banking, so you decide to have him do some phone banking right away. In Wildfire, an assignment like this would be called "pushing a phone banking action" to John, and in a more general sense "deploying phone banking".

The old HQ interface required that you set things up ahead of time and in the right order, and in different areas of the application to boot - a process with which existing users are likely all too familiar. In theory, this seemed fine: set up your initiatives, *then* deploy them to the appropriate supporters. In practice, however, it's sometimes quite a hassle to have to create *everything* up front, so we created the **Push Action Wizard** to streamline the process of deploying actions. Let's see how it's done with the retrooled interface.

First, you log into HQ and head over to the Mobilization tab. From there, you simply use the "Push Action" dropdown (highlighted in red in the screenshot below) and choose "Phone Banking".



This opens up the **Push Action Wizard**, which will help you take care of the rest. First, you'll select the supporters to whom you want to push the action - in this case just John Thomas. However, you could just as easily push to all supporters or to a multiple supporters in a subset defined by a search. There's even a handy autocomplete widget that helps you find John easily.



Next, you'll choose an initiative that describes the work you want to accomplish. In this case, though, we haven't yet created one. No worries - the push action wizard lets you define your initiative on the fly by selecting "Create New Initiative" in step 2.



Phone banking initiative

Since this is a phone banking initiative, we need to choose whom to call using some search criteria, enter a call script, voicemail script, and a few other items. You can also choose a pre-existing survey to collect information during the call, or create a new one on the fly if needed.



After setting up the initiative, we need to set a few options specific to this phone banking deployment: how many people to call, whether these calls should be to people in a particular area and whether this action will be performed online or offline.



At this point, we're almost done. The only remaining step is to complete the notification message that will be sent to supporters (just John in this case) as a result of this deployment:



And that's it! In just five steps, we've configured a phone banking initiative and deployed it to one supporter. John gets an email telling him we've pushed the action, and a link to the action network - where he can complete his calls using the online phone banking widget, or download PDF's with all the information needed to complete the work offline. In the future, we can push actions to other supporters for this and any other initiatives from the action packages screen in HQ.



We're looking forward to kicking off 2009 by debuting this and a wealth of other new features and improvements. [Follow 'WeTheCitizen' on Twitter](#) if you'd like to hear more about our progress on features like this (or, if you just generally keep in touch).

MeTheCitizen

November 6th, 2008 by rdyson

I was born in the UK, to British citizens and had maintained my British citizenship until recently. About 18 months ago I decided I wanted to become a US citizen before the 2008 elections. I filled out the appropriate paperwork, had mugshots taken, and wrote a check for around five-hundred dollars made out to the Department of Homeland Security. At the time, citizenship applications were supposed to take "6-9 months" to process, so I thought I had plenty of time.

About six weeks later I received a letter stating that applications were taking longer than expected due to the increase in applicants. How much longer it was estimated that I would receive citizenship in December of 2008. Just after the election.

To my surprise I received another letter stating that I was to appear for my interview on September 23rd. I still wasn't sure whether I'd be able to vote as the "interview" and the "ceremony" usually happen separately. Luckily the ceremony was held on the same day as my interview, and my dad was in town visiting at the time, so he was able to attend the ceremony and snap a photo.

Overall the "naturalization" process was straightforward and fairly efficient. The ceremony was short but well done. Leaving the ceremony I truly felt I had become a part of the United States.

I'm keeping the screen though.



Home and end keys in Firefox 3 on the Mac

October 9th, 2008 by jhaile

We use Google Docs for collaborative documentation and Google Sites for our internal wiki. While I love these tools, especially since they are free, have been frustrated by the fact that the home and end keys never work on my Mac while I'm using their rich text editors. It also seems that Gmail's rich text editor is affected by the same problem.

While updating our wiki this morning, I finally got fed up and Googled around for a solution. It turned out the problem is that Firefox doesn't respect the Mac OS X key bindings, so the home and end keys are not mapped correctly. A few other keys don't work as expected either, such as Page Up and Page Down. Luckily there's a simple patch for Firefox that will fix this problem. Simply download the patch available [here](#), open the DMG, shutdown Firefox, and run keyfixer_firefox.app.

Happy rich-text-editing-in-Firefox-on-the-Mac!

Wake your Macbook up faster, save some disk space

September 15th, 2008 by rdyson

While looking for files that were hogging my Macbook Pro's hard drive ([using Disk Inventory X](#)) so I could install [Spore](#), I discovered a ~2gb file called "sleepimage" in /var/vm. I did some research and found that this is the file the OS writes to when you put your machine to sleep. It saves what you're working on essentially, so that in case you lose all power (battery runs all the way down, past the warnings), you don't lose anything you might have not saved.

[This Macworld article](#) goes into depth about the different hibernate modes, but the long and short of it is changing to the old style hibernate mode (0), which keeps RAM powered on during sleep but doesn't write the RAM contents to disk, has freed up ~2gb of space on my drive, and I haven't experienced any of the fairly common black screen hangs I'm so used to when opening my Mac's lid. I haven't been on this mode for long, but so far so good.

Strawberry Cupcakes

August 5th, 2008 by jhaile

✕

I just brought in some strawberry cupcakes. They look awesome, and I hear they taste amazing too! About to eat mine. -- Props to Little Cake Bakery on Roswell Rd!

✕

Firefox bug, enter key doesn't work in location (URL) bar

July 21st, 2008 by rdyson

I'm not sure when the problem started, but occasionally I'll type an address into the location bar in Firefox (I'm running Firefox 3.0.1 on a Macbook Pro with OS X 10.5.4) and when I hit the Return/Enter key nothing happens. I can type and hit enter anywhere else in the browser, including the search box and any page I may have open.

It turns out this is a [known bug](#), but has not yet been resolved. One solution I found was to [disable the Smart Location Bar](#), which seems to do the trick, but you're stuck typing out entire URLs if you do that since it completely disables auto-complete.

The solution I have settled for is opening a new window when the bug strikes. The Return/Enter key works properly in the location bar of the new window. This is much better than restarting the browser or disabling the Smart Location Bar, in my opinion.

In trying the [disable fix](#), I played around with different settings for the Smart Location Bar and found that reducing the number of results returned from 12 makes getting to URLs a bit snappier. I found that 4 works well for me, but you might want to play around with other settings (or not), depending on how crazy you are about shaving a few milliseconds off the time it takes you to get to [Full Blog](#) and [Lebens](#).

Awful Online Ads

July 21st, 2008 by joeuhl

I have an irrational hatred of advertisements. I rarely watch a show without letting my DVR build up a fast forward cushion and you could count the number of online ads I have clicked on 2 or 3 fingers. When a telemarketer calls my home I leave the phone on the table without hanging up as the hope that I waste as much of their time as they did mine.

There are a ton of ads online that are just honestly, truly terrible. I don't understand why these things were made and I would be rather surprised if you told me they were earning clicks. [Comcast](#) seems to be a pretty regular offender, as many of these are pulled from there. Most of the ads themselves seem to be similar - potentially created by the same disaster of an ad agency. I thought I would display a small sampling of these ads to show how awful they are in general.

Demons selling mortgages. There are a lot of these all featuring ridiculous 3D people and they all look frightening.

✕ Demon CCA Mortgage

A [Yankee](#) descendant selling loans. Why did they put multiple arms on the person in this ad?

✕ Varsity Student Loans

Pants that apparently make you look drunk.

✕ Drunk Pants

Who cares how Iredell County works? Other than perhaps those 150,000 resident I don't know who else would care either.



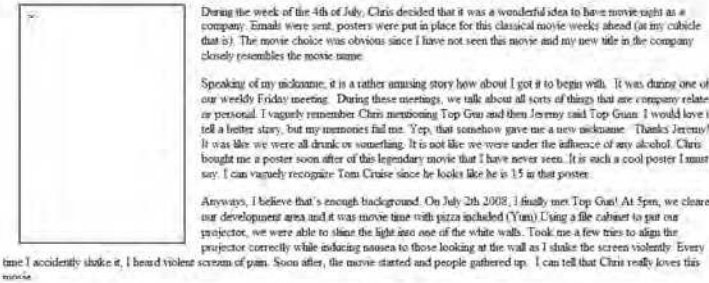
Not all ads are bad.

This was definitely a rascal, but these bad online ads really bother me. We've barely moved on past the monkey shooting flash game ads. As a point of comparison, check out what Apple did when they purchased ad space. I think I might have even clicked the header.



Top Guan Meets Top Gun

July 15th, 2008 by gliao



It sure was a life changing experience. My life has clearly been impacted by Top Gun. You think I am joking? Well, I will leave you with a short list of how it has changed my life. Serious.

1. I do not feel left out when people use their favorite Top Gun phrases. Now I should be able to visualize cheesy scene that goes with the phrases.
2. I can now say "OMG, you haven't watched Top Gun?" Even I have watched it!
3. I have dropped my coding music playlist to 4 songs, playing them repeatedly just like the movie does with its music.
4. Volleyball will never be the same for me.
5. I carry a microphone around just in case I need to sing to a girl I meet. Hopefully everyone else will sing along with me.

Text Editor Not Satisfied With Being Best, Releases Own Energy Drink

July 14th, 2008 by ssawyer

We have quite a collection of energy drinks here at the office.

Although there are definitely a few great energy drinks out there, the best is clearly "Liquid V!". You might wonder why we don't have a bottle of "Liquid Emancipator". That's because Liquid Emancipator is an inferior energy drink that simply can't compare to Liquid V!. Liquid V! is small and fast. Displacing a mere 150 mL, Liquid V! doesn't need 16 ounces to get the job done like some "other" energy drinks out there, and it doesn't take FOR.FREAKING.EVER to start working either.

To the creators of Liquid V! - I don't know if you are looking for a slogan or anything, but this one's fine if you want to use it.

"No tired/wired/g with Liquid V!"

Cheers,
Sean



• [Twitter@WeTheCitizens:](#)

- Blog entry posted detailing the many new and exciting features in the latest release of "Weldfire" <http://wethecitizens.com/blog/2009/01/2/>
- Jason Brothers' FanFamily Experience launched Saturday on the Weldfire Platform <http://fanfamilyexperience.com/2009/01/26/>
- Friends are Q&A servers with T-mag, a great Prime-time based food testing test @Bake found recently. Age: snappy with 176" <http://www.bake.com/2009/01/22/>
- Moved all of our static resources onto Amazon CloudFront in one day. Only 2 problems: no auto-gzip compression and 24 hour caching <http://www.bake.com/2009/01/20/>

A New Definition ...

citizen (sif) (zo) (o) (i) : an ardent and committed supporter of a cause, movement, organization, or country 2: one who fulfills the duties and functions of a citizen - giving time, money and relationships 3: a supporter that offers the highest attainable level of loyalty and involvement.

© Copyright 2008 WeTheCitizens, LLC. All Rights Reserved. U.S. Patents Pending.

Contact Us | Career Opportunities

- HOME
- OUR TEAM
- WILDFIRE PLATFORM
- BLOG
- PRESS
- CONTACT US
- DEMO LOGINS

Press Releases

Check out some of the latest WeTheCitizens press releases:



Press Release | National Volunteerism and Service Leader Helps Company to Better Serve Non-Profit Community - October 6th, 2008

Eric Tannenblatt, senior managing director at McKenna Long & Aldridge, LLP, has joined the board of directors of WeTheCitizens(TM), creator of the Wildfire Social Mobilization Platform. Tannenblatt has served in a number of appointed governmental positions including chief of staff to Georgia Governor Sonny Perdue, as a senior advisor to the late U.S. Senator Paul Coverdell, and as director of intergovernmental affairs at the Peace Corps, where he served as the agency's liaison to the White House, Congress, and all federal departments and agencies. Most recently, he was appointed by the President and confirmed by the U.S. Senate as a board member of the Corporation for National and Community Service. Tannenblatt is also a founder and former board chairman for Hands on Georgia, a statewide program aimed at promoting volunteerism. [\(Download the entire story in PDF format.\)](#)



Press Release | WeTheCitizens Opens Capitol Hill Office - September 4th, 2008

WeTheCitizens(TM), creator of the Wildfire Social Mobilization Platform, announced today that it has opened a new office in Washington, D.C. The new office was prompted by WeTheCitizens' need for additional space to support the company's increased number of Wildfire Social Mobilization Platform users in the region. The office, which is WeTheCitizens' first in Washington, D.C., is located in the Capitol Hill area. [\(Download the entire story in PDF format.\)](#)



Press Release | WeTheCitizens Expands with Addition of Software Architecture Veteran Jeremy Hale - August 14th, 2008

Jeremy Hale, a veteran software architect, has joined WeTheCitizens(TM), creator of the Wildfire Social Mobilization Platform, as Vice President of Product Development. In this position, Hale is responsible for leading the development and delivery of WeTheCitizens' Wildfire Social Mobilization Platform, a recently-launched Web 2.0-based technology that connects supporters (volunteers or donors) to causes using social networking principle. Hale will leverage his years of software development experience to continue assessing and improving Wildfire to meet the needs of WeTheCitizens customers. [\(Download the entire story in PDF format.\)](#)



Press Release | WeTheCitizens Secures \$1.5 Million in Fourth Quarter Round Financing - July 31st, 2008

WeTheCitizens, founded in 2005, has now raised more than \$3 million in total investor financing. All monies raised have come from individual sources including prominent members of the Atlanta business and technology communities. WeTheCitizens' Wildfire platform, officially launched in July 2008, drives real-world action through online networks, helping volunteers and/or donors to collectively self-organize in support of cause-oriented organizations. [\(Download the entire story in PDF format.\)](#)



Press Release | Former Software Dynamics, Inc. (SDI) Founder Helps Company Redefine Social Mobilization July 14th, 2008

WeTheCitizens(TM), creator of the Wildfire Social Mobilization Platform, announced today that it has opened a new office in Washington, D.C. The new office was prompted by WeTheCitizens' need for additional space to support the company's increased number of Wildfire Social Mobilization Platform users in the region. The office, which is WeTheCitizens' first in Washington, D.C., is located in the Capitol Hill area. [\(Download the entire story in PDF format.\)](#)



Press Release | WeTheCitizens Redefines Social Mobilization with Launch of Wildfire - July 8th, 2008

WeTheCitizens™, a developer of social mobilization technology, announced today the launch of its Web 2.0-based Wildfire Social Mobilization Platform. Wildfire drives real-world action through online networks, helping volunteers and/or donors to collectively self-organize in support of cause-oriented organizations. WeTheCitizens' platform leverages social networking technology to grow an organization's base of supporters through the personal networks of existing supporters. [\(Download the entire story in PDF format.\)](#)

• High Resolution Images:

- [WeTheCitizens Logo \(2.1mb\)](#)
- [Wildfire Platform Logo \(1.1mb\)](#)

• Founder Profiles:

- [Caleb Clark, CEO](#)
- [Joe Uhl, VP of Technical Operations](#)

A New Definition ...

citizen 1: self: (n) 1) an ardent and committed supporter of a cause, movement, organization, or country 2) one who fulfills the duties and functions of a citizen 3) giving time, money and relationships 3) a supporter that offers the highest attainable level of loyalty and involvement

- HOME
- OUR TEAM
- OUR DEDICATED PLATFORM
- BLOG
- PRESS
- CONTACT US
- DEMO LOGIN

Contact Us

Main Line: (404) 841 3913

Toll Free: (888) 840 0007

Sales Email: info@we.thecitizens.com

Press Email: press@we.thecitizens.com

Atlanta Headquarters:

3384 Peachtree Road
Suite 605
Atlanta, GA 30326

Washington Office:

109 5th Street SE
Suite 2
Washington, DC 20003

Directions to our Atlanta Office:



Our Atlanta offices are located on Peachtree Rd across from Lenox Mall in Buckhead. Below are directions from Hartsfield-Jackson International Airport:

- Take I-85 North through downtown (I-85 merges with I-75).
- Keep left to stay on I-85 North when it splits from I-75.
- Take a right fork onto GA-400 North toward Cumming/Buckhead.
- Take Exit #2 GA-141 and turn right off the exit onto Lenox Road.
- Stay straight on Lenox Road for 0.7 miles.
- Turn right onto Peachtree Road.
- Stay straight on Peachtree Road for 0.2 miles, passing through two stoplights.
- After passing through the second stoplight, turn right into 3384 Peachtree Rd.
- Our building is directly across the street from the Westin Hotel.

A New Definition ...

citizen /sɪt-ɪ-zən/ (n) 1) an ardent and committed supporter of a cause, movement, organization, or country 2) one who fulfills the duties and functions of a citizen - giving time, money and relationships 3) a supporter that offers the highest attainable level of loyalty and involvement

© Copyright 2009 WeTheCitizens, LLC. All Rights Reserved. U.S. Patents Pending.

Privacy Policy | Terms of Service